Please amend the claims as follows:

Please cancel claims 1 - 26 without prejudice or disclaimer and add new claims 27 - 37.

1. - 26 (Canceled).

27.   (New) A system for providing advertisement information to an audience, said system comprising:

job request means for receiving a plurality of job requests, each job request including data representative of an advertisement and data representative of a schedule request, said data representative of a schedule request including at least one of a requested movie genre, a requested movie rating, a requested showing location, a requested showing time, a requested movie release start date and a requested movie release end date;

storage means for receiving and storing said plurality of job requests;

actual movie showing storage means for storing a plurality of actual movie showings, each actual movie showing including actual movie showing data that is representative of a movie showing identification and audience common interest data, said audience common interest data including data that is representative of at least one of a movie genre, a movie rating, a showing location, a movie showing time, a movie release start date and a movie release end date;

selection means for selecting a plurality of selected actual movie showings from said plurality of actual movie showings associated with a plurality of selected job requests from said

plurality of job requests such that each selected actual movie showing includes at least one of a movie genre, a movie rating, a showing location, a movie showing time, a movie release start date and a movie release end date in common with a movie genre, a movie rating, a showing location, a movie showing time, a movie release start date and a movie release end date of an associated selected job request; and

presentation means for permitting an advertisement associated with each selected job request to be presented at each associated selected actual movie showing.

28.   (New) A system as claimed in claim 27, wherein said selection means selects a plurality of selected job requests associated with each selected actual movie showing.

29.   (New) A system as claimed in claim 27, wherein said selection means selects a plurality of selected actual movie showings associated with each selected job request.

30.   (New) A system as claimed in claim 27, wherein said system further includes a movie attendance feedback unit for receiving data representative of information regarding the number of people attending each selected actual movie showing.

31.   (New) A system as claimed in any of claim 27, wherein said system further includes an exposure log generation unit for recording data representative of the presentation of advertisements associated with the selected job requests that are associated with each selected actual movie showing.

32. (New) A system as claimed in claim 27, wherein said audience common interest data includes information regarding a movie rating.

33. (New) A system as claimed in claim 27, wherein said audience common interest data further includes information regarding the time of day that a movie is scheduled to be shown.

34. (New) A system as claimed in claim 27, wherein said audience common interest data further includes information regarding whether the time of day that a movie is scheduled to be shown is the first showing of the movie in that theatre.

35. (New) A system as claimed in claim 27, wherein said system further includes assembling means for assembling a plurality of frames into a composite frame.

36. (New) A system as claimed in claim 35, wherein said presentation means includes a digital projector and said composite frame is displayed by said digital projector.

37. (New) A system as claimed in claim 27, wherein said system provides an exposure report.